

# Creating Catalogues and Lists

updated: May 10, 2016

Over 350 bookstores rely on BookManager to provide accurate bibliographic data (TitleLink), sources for ordering books (PubStock), and useful lists of the books that are selling. The Catalogues area of our website is the next level that introduces them to forthcoming titles, highlights from reps, backlist specials, awards list, etc. etc.. Each bookseller has a login that gives them access to all of these resources at **BookManager.com**; the majority of stores also have their own BookManager-hosted WebStore that integrates their own inventory statistics with your catalogues (including all of your bibliographic info and PubStock listings), as well as optionally showcasing books to their customers.

Paper catalogues are being used less frequently, which means that retail book buyers need a common place to visit where they learn about upcoming new releases as well as the latest promotional offers and highlights. We are asking the publishing industry to support our efforts to fill this need by providing the information that booksellers are looking for. Currently, 120 publishers and distributors are supporting booksellers by providing us with current price and availability data for the books they carry (PubStock). Each of those companies has a login at BookManager.com, which can be used to create and upload catalogues and lists. We also have a way from sales & marketing companies to create lists for your clients.

Creating catalogue and promotional lists at BookManager.com is easy. It helps booksellers discover your lists with ease, and makes their ordering decisions much easier and convenient, especially with all the integrated data (sales trends, stock stats, bibliographic info & PubStock) they find at their own BookManager WebStore.

## Creating Your Account & Logging In

If you don't have an account already, click CREATE AN ACCOUNT and follow the steps...



The screenshot shows the BookManager website interface. At the top, there is a search bar with the text 'Keyword Search for anything' and a 'Log In' button. Below the search bar is a navigation menu with 'Home', 'About us', 'Products', 'B2B', and 'Create An Account'. A green arrow points to the 'Create An Account' button. Below the navigation menu is a large 'BookManager' logo with the tagline 'software and data solutions for the book industry'. To the right of the logo is a login form with fields for 'Email or SAN' and 'Password', a 'Log In' button, and a link for 'I forgot my password'. A green arrow points to the 'Log In' button. Below the logo is a sidebar with 'Browse', 'Features', and 'Catalogues'. In the center, there is a 'Create an Account' button with a green arrow pointing to it. To the right of this button is a 'Download a...' button with a green arrow pointing to it. Below these buttons is a banner with the text 'A leader in book industry innovation, BookManager has earned its reputation by providing booksellers and...'.

Once you have created your account, either someone here @ BookManager, or someone from your company with the ability to edit your company's permissions can link you to your company. The person creating that link will log in, then click PERMISSIONS under the SETUP menu, and simply type in the email

address in the bottom field which says "Add employee by email address." and press enter once the email address has been entered.

Once the appropriate role and permissions have been assigned by someone at your company or here at BookManager, you (the rep) will need to login or refresh your page. Your login box will look similar to below...

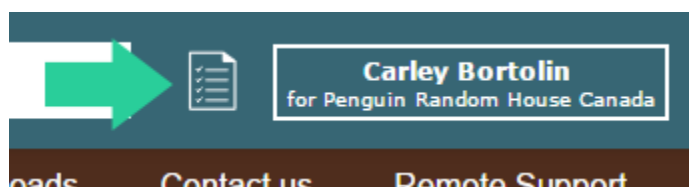


The "User" should now show the name of the rep that is logged in, and the "For" should always be the Publisher/Distributor name.

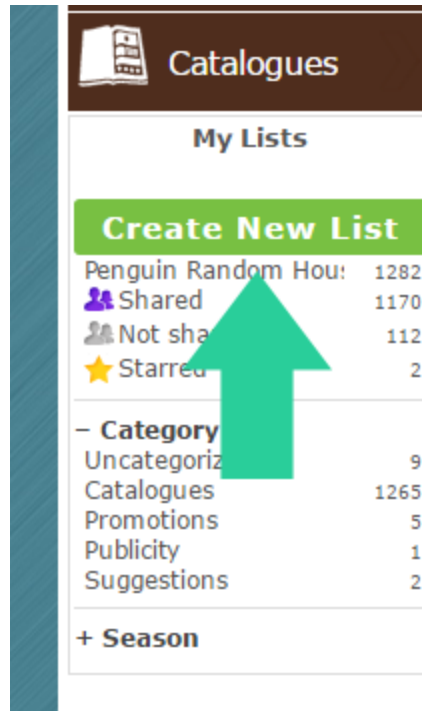
## Making a List

All you need is a list of ISBNs, because all other relevant information is likely already stored with us. (If you find any holes in your listings after creating a catalogue, please contact our data department to find out more details).

Next to the log in box, you will see a MY LISTS icon, click it.



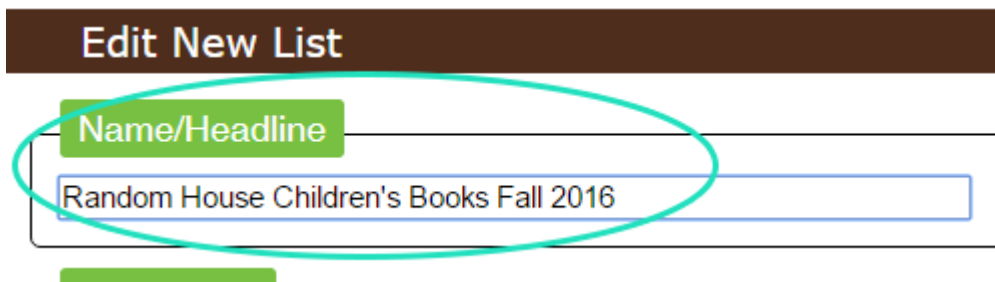
Then click the "CREATE NEW LIST" button found under the "My Lists" area on the left side of the page.



The "EDIT NEW LIST" editor will then appear, allowing you to enter all the important details about the list. The most important components to this area is to give the list a name, a list of ISBNs in catalogue order, ensuring the "effective period" is correct and making sure the category and subcategory are accurate.

### List Name

Start by giving your list a descriptive name; in the case of a catalogue, you might use the name of the imprint or line, followed by the season.



### Description

This information is optional, but can be used to further describe anything about the contents of the list or the promotional offer. The audience for your lists generally consists of retail book buyers.

If your list is regarding a promotional offer, or a list of titles you wish to simply bring attention to (rather than a seasonal catalogue, it is especially useful to booksellers for you to provide a description that gives details of the offer or special list.



## Products & Category

To add products to this list, insert the product codes (ISBN, EAN, UPC) below. You can also upload a list of products from a file or URL.

### Titles (EAN, ISBN, or UPC)

9780553539325	123 Dream
9780553513394	Buddy's Bedtime Battery
9780553520958	Charlotte's Very Own Dress
9781101935002	Christmas Fox
9780399549885	Dog on Board
9780385755030	Eat, Sleep, Poop
9780399549847	Everything Is Awkward
9781101933305	Fascinating
9780553511505	Hank's Big Day
9780553497106	Hat for Mrs. Goldman
9780399549472	Hop Along Boo, Time for Bed
9781524714352	How to Babysit a Grandma and Grandpa boxed set
9781101939208	I Don't Want to Be Big
9780735283664	I Don't Want to Be Big 10-Copy Mixed Floor Display
9781101934579	Imagine a City
9780399552052	Historia de la Navidad
9781101937433	Little Babymouse and the Christmas Cupcakes
9780553507706	Little Penguins
9780553511017	Littlest Family's Big Day
9780735283688	Littlest Family's Big Day 9-Copy Solid Floor Display
9780553524819	Lost Gift
9781101937204	Miss Paul and the President
9781101933275	Monkey
9780399549922	Mr. Moon
9780385383424	My Name Is James Madison Hemings
9780399550744	Miss Bunny

Import ISBNs by file or URL

On save, sort by:  rank  alphabetically  subject  
 reverse order  none

## Import ISBNs by file or URL

In some cases the ISBNs you would like to upload may not be in a text document for easy copying and pasting. For these situations, we have also added an import function which will scan almost any document or URL to find ISBNs within it. Simply click the "Import ISBNs by file or URL" button and the import box will pop up. You can select from a file from your computer, or use the *Import from URL* text box to copy and paste in a web address that contains the ISBNs you wish to list. You may notice that other non-book numbers may be added unintentionally; for these cases we have added three options near the bottom to handle these numbers as you see fit. You may need to try the upload a couple of times to find the correct setting.

### Import ISBNs by file or URL

ISBNs and similar product numbers found within the file will be pasted into the list to the left. Most file types are accepted (e.g. txt, pdf, xls,xlsx, doc, docx, html).

#### Import a file

Choose file No file chosen

Import Stop

#### Import from URL

Import

- Place unknown product numbers at the top (then discard)
- Place unknown product numbers at the top (but keep)
- Leave unknown product numbers in their natural sequence

Please note: If you already have titles entered in your list, using this import feature will replace those titles. This import feature is for creating lists, not adding items to an existing one.

d Grandpa boxed set

y Mixed Floor Display

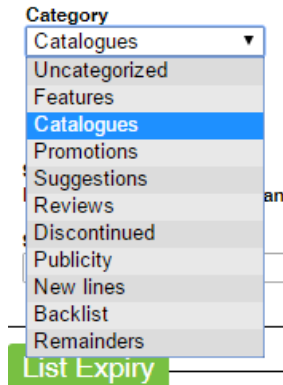
stmas Cupcakes


y Solid Floor Display

emings

## Category

This option is important, as it helps place every list created by anyone into logical groups, allowing booksellers to narrow their choice according to need. You cannot create your own category because we have learned that doing so creates too many creative variations that often mean the same thing. If you really need something that we have not provided, just let us know and we'll consider it.



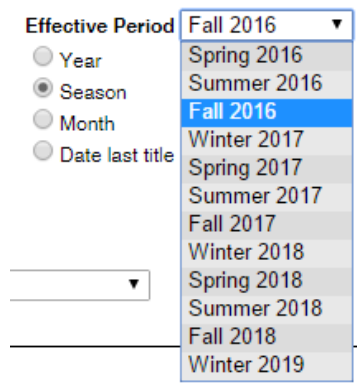
**Note:** Any list that remains Uncategorized cannot be shared using the  icon for stores to see. You must categorize a list before being able to share it.

## Subcategory

Like Category, your choice must be picked from a fixed list. Only the categories of Catalogues and Reviews allow for you to choose a Subcategory. Again, if you really need something that we have not provided, just let us know.

## Effective Period

Every list needs a date or period that gives the time frame that the titles relate to. Forthcoming titles are always given a Month (e.g. Mass Market) or Season. Do not use the Year, as this is more specific to annual lists like Award lists. Using "Year 2016" is not where people will look when they are browsing for new titles to buy - it's simply too broad, and makes the list look out of date, when that is not the case. For all lists not announcing frontlist titles or limited time promotions, we recommend using the "Date last title added" option, which will begin using today's date and then be automatically updated whenever a new title is added to the list. Backlist catalogues especially should use this type of effective period.



## Expiry date

Used effectively, this date can be helpful to buyers. It should be interpreted as "you need to do something with this list before xx/xx/xx". The date will appear with your list heading and will be displayed in red once the expiry date occurs. You can have the system automatically do something with your list when the expiry date occurs, such as un-share it, or trash it; but you can also select to do nothing once the expiry occurs. The expiry date should always be used with promotional lists that have a due date.

### List Expiry

<b>Start date</b>	<b>Expiry Date</b>
<input checked="" type="checkbox"/> Use start date: April 18, 2016	<input checked="" type="checkbox"/> Use expiry date: November 30, 2016
	<input type="checkbox"/> Show expiry date
<b>Upon expiry:</b>	
<input type="checkbox"/> Do nothing (I will make changes)	<input checked="" type="checkbox"/> unfeature
<input type="checkbox"/> archive	<input type="checkbox"/> unshare
<input type="checkbox"/> trash	<input type="checkbox"/> delete

## Supplier, Sales & Marketing

Your company name will automatically be shown as either the *Supplier* or *Sales & Marketing* company, depending on your company type (determined by the login), but you need to make sure the appropriate company is shown for each. If you are a supplier and do national sales and marketing for your own titles, select your own company from the Sales & Marketing list. If you are a Sales Agency, be sure to select the correct Supplier for the list of titles you are entering.

### Supplier

Penguin Random House Canada

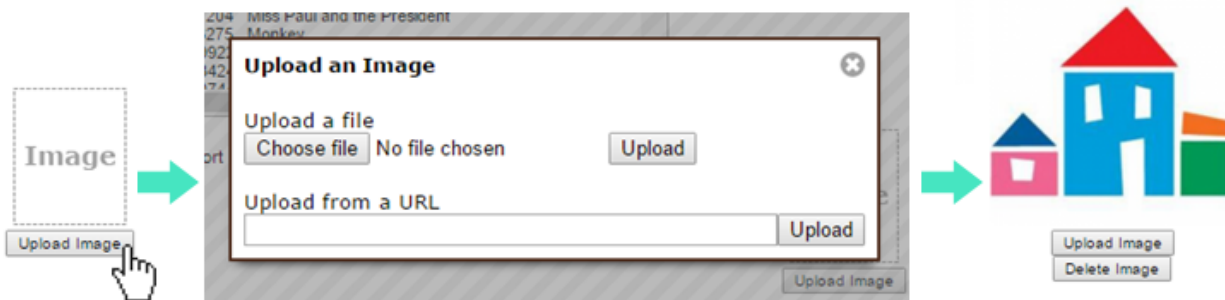
### Sales & Marketing

None chosen

## Adding an image for your catalogue or list

Posting an image for your list (not the titles within the list), especially if it is a catalogue, is key in helping booksellers identify the list, and remember it at a glance. The image you add is generally what might be used for the front cover of a printed or PDF version of the catalogue. Or, you may want your company logo to appear.

Click the *Upload Image* button to upload an image from your computer, or a url. We accept all of the most common forms of image files. If they are large, it may take a few moments for the upload to complete. If you do not provide an image, the catalogue list will appear without one, simply showing the covers for the titles in the list.




## Adding a PDF

Attaching a PDF to a list is a great way to share your promotional material or digital copies of your catalogue. Uploading works the same way uploading an image does. It can take a few moments depending on the size of the file.

Once you click save, you should have something similar to below...

The screenshot shows a list interface for 'Random House Children's Books Fall 2016'. The list title is in blue, followed by '(Fall 2016 336 titles)' and a PDF icon. Below the title, it says 'Penguin Random House Canada' and a yellow note: 'Note: This list is not shared with your clients.' The category 'Catalogues / Kids' is visible. On the right, there are details: 'Posted: Apr18-16', 'Managed by: Penguin Random House Canada', 'Updated by: Bortolin, Carley', 'Privacy: Carley Bortolin', 'Created: Apr18-16 3:21pm', 'Updated: Apr19-16 9:27am', 'Views: 0 List #: 191992', and 'Folder: Penguin Rand...'. At the bottom right, there are links: 'Edit | Delete | My notes | Email | Excel | PDF | Print | Share | Copy'. Below the list details, there is a row of five book covers: '123 DREAM' (owl), 'BUDDY'S BEDTIME BATTERY' (child with battery), 'Charlotte's Very Own Dress' (girl in dress), and 'The Christmas Fox' (fox). A large white arrow points to the right, indicating a carousel of more book covers.

## Sharing a List

Of course, this is the most important reason for creating a list or catalogue. Sharing is *not* automatically done when you Save a list, and we strongly suggest that you review each saved list before sharing it. You must click the Share  icon once you are ready to allow stores to view your list. Doing so will give you an option to share with all bookstores, or with just a select few.

This screenshot is identical to the one above, but with a large green arrow pointing to the 'Share' icon (two people) in the top left corner of the list details area.

The hundreds of booksellers using our services have a login that creates an Catalogue Inbox for their personal use. When you share a list, each buyer will have their Catalogue Inbox updated with your list. The list will appear at the top of their Inbox because their Inbox is sorted chronologically by "Last active date", and that date is updated when you set a list to be shared.

Changes you make to a list will also appear on their list. However, because a store might use and move your

list to another folder (outside of their Inbox) soon after you share it, any changes made after sharing may not be noticed by those people.

## Adding Titles to an Existing List/New List On the Fly

You can add a title to an existing list, or create a brand new list when viewing any title. When viewing the title, you will see the **My Lists** area below the PubStock link. This will default to "Publisher's Name List" or if you are logged in with a linked account "Staff Name's List". Click the down arrow next to this, and all of the lists available to you will appear (click the check box to the left of the list name to add a book to an existing list, or create a new one). On the very right hand side, there is a column named "Quick Pick". Clicking this will force a check box with this list name to appear at the top of the MY LISTS area on every book you look at. You can then more quickly pick that list for books you want to add to it. New items are placed in the list, according to the "on save sort by" setting for that list.

**Vinegar Girl** | Hardcover  
Anne Tyler  
Hogarth Shakespeare (series)  
Knopf Random Vintage Canada  
Fiction / Literary / Contemporary Women / Classics  
Release date Jun 21, 2016 | (#72)  
\$29.95 CA list price [price sheet]

PubStock  
 Penguin Random House Ca... Catalogues (1)  
 Knopf Random Canada Publ... Comparables (9)  
 RH Summer 2016 Highlights...  
 Summer 2016 Indie Preview...  
 Summer 16 Indie Highlights  
 RH Summer 2016: Page & P...  
 April to August - Spring/Sum...

More Info  
9780346809148

loc May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May wk. oh oo

### My Lists

Find a list:

Sort by: Last updated ▼

In List	List Name	Managed By	Updated	Category	Views	List #	Quick Pick
<input checked="" type="checkbox"/>	<input type="text"/> create a new list						<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Penguin Random House Canada's list						<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	April to August - Spring/Summer 2016 On Sale	Booker, Kelly	Apr21-16	Catalogues / Trade		Edit   Delete 192146	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	RH Summer 2016: Page & Panel (83)	Booker, Kelly	Mar23-16	Catalogues / Trade		Edit   Delete 190279	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Summer 16 Indie Highlights (416)	Compton, Leah	Feb23-16	Catalogues / Trade		Edit   Delete 188641	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Summer 2016 Indie Preview Presentation Catal	Booker, Kelly	Jan22-16	Catalogues / Trade		Edit   Delete 187250	<input type="checkbox"/>
<input checked="" type="checkbox"/>	RH Summer 2016 Highlights - Adult (150)	Booker, Kelly	Dec17-15	Catalogues / Trade		Edit   Delete 186134	<input type="checkbox"/>

This **Quick Pick** will show up until you log out of your account or close your browser.

## Making Comments

A cool new(ish) feature is the ability to make comments on your titles. You can choose who see's the comment, how long the comment is active, when a comment can be viewed (anytime vs. only when viewed within a catalogue list) etc. Some reps are using this feature extensively and their customers are extremely pleased. Here's how to do it...

**Vinegar Girl** | Hardcover  
 Anne Tyler  
 Hogarth Shakespeare (series)  
 Knopf Random Vintage Canada  
 Fiction / Literary / Contemporary Women / Classics  
 Release date Jun 21, 2016 | (#72)  
 \$29.95 CA list price [price sheet]

**PubStock**

- Penguin Random House Ca... Catalogues (1)
- Knopf Random Canada Publ... Comparables (9)
- RH Summer 2016 Highlights...
- Summer 2016 Indie Preview...
- Summer 16 Indie Highlights
- RH Summer 2016: Page & P...
- April to August - Spring/Sum...

More Info  
 9780345800148

**Edit Comments**

"Everyone from Shakespeare looks to be the Random House Visible to book"

2000 chars left, <a><b><i><u> HTML tags allowed only

Save Cancel

Just highlight and save

"Everyone from Margaret Atwood to Howard Jacobson is reimagining Shakespeare in fiction this year. Tyler's take on The Taming of the Shrew looks to be the highlight" - Andrew Holgate, Sunday Times - Penguin Random House Canada (Today) Visible to booksellers

Author:  
**Penguin Random House Canada**

Visible only from this list

Visible to:

- All booksellers
- Staff @ Penguin Random House Canada

Expires:

- comment expires when this list expires or is del
- comment expires in 90 day(s)
- comment never expires

**Step 1:** Click the comment icon below the ISBN.

**Step 2:** Write your comment.

**Step 3:** If you are logged in as a rep, you will have the option to make the author as yourself or the company you are logged in for.

**Step 3:** Choose when the comment is visible (note: this option will only be present when you are viewing a title within a list).

**Step 4:** Choose who can see the comment.

**Step 5:** Choose when the comment expires.

## Unsharing a List



If you have just shared a list, unsharing it will successfully remove the list from the Inbox of others. However, if they have already moved the list to another folder, they will still have access to your list (and any changes you may make to it). The reason we do not remove the list from their view is that they may want to refer back to it at another time (perhaps to review last years' frontlist order). It is still important to unshare lists that are now out of season, because it keeps newcomers and buyers who do not manage their lists well from being bombarded with too much clutter.

## Other important information

### Dropins and editing shared lists

Dropins are lists of titles added after a seasonal catalogue was published. Such titles should not simply be added to a pre-existing catalogue. It is important to know that once any list is created, making changes (especially additions) is not recommended because too many buyers may have already dealt with the original list. If they have Archived or Deleted your list from their Inbox, your changes may go unnoticed. It is better to create a new list so that it will appear into their Inbox for another viewing. After making a list public (Sharing it), you can expect that many people will have viewed it within a few days.

## Archiving and Trashing a list

If you Archive  or Trash  a list that you have previously shared, it will be automatically unshared. To manage your lists over time, we recommend either Archiving or Trashing your outdated lists. There is little difference between Archive and Trash other than to help you organize your lists. Please know that Trashing your list does not actually delete it from the My Lists area. It is really just another category for you to use when managing your lists.

## Re-sharing a list

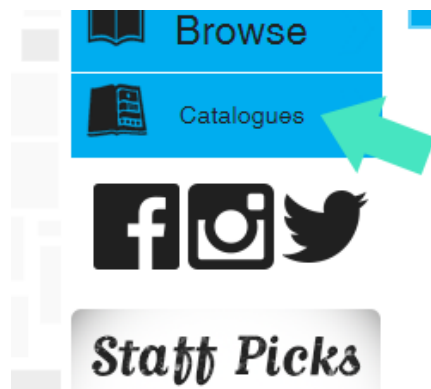
We do not recommend this practice because it places old information back into the top of the Inbox of others. It's like having someone re-send you an old email.

## How booksellers see your list

Each bookseller will see your list posted to their Catalogue Inbox Preview which is shown on their WebStore's homepage (when they are logged in).

Catalogue Inbox Preview		
List Name	Titles	Posted
PRH <a href="#">Random House Children's Books Fall 2016</a>	336	today
PRH <a href="#">DK Canada Computer Coding titles</a>	5	today
HBG <a href="#">Hachette Jason Bourne Drop-ins</a>	3	today
RAI <a href="#">Bilingual Books Fall 2016</a>	1	yesterday
<a href="#">2016 Pulitzer Prize Winners!</a>	9	yesterday
UTP <a href="#">Groundwood Fall 2016</a>	17	yesterday
UTP <a href="#">House of Anansi Fall 2016</a>	19	yesterday
<a href="#">PW's Best Books - Summer 2016</a>	70	yesterday
SCH <a href="#">Klutz Fall 2016</a>	10	yesterday
SCH <a href="#">Fall 2016 Scholastic Canada</a>	32	yesterday
<a href="#">View more catalogues...</a>		

They will also be able to click the CATALOGUES link on the left hand side of their homepage to view the full list of catalogues



## Other features...

The links on the right side of the page for each list you create give you some other options when working with the list.



These options are accessed whenever you view the catalogue, whether it is from clicking Catalogues, or the My Lists icon. The [Edit](#) link will allow you to edit all the information that you originally entered for the list. The [Delete](#) link will unshare the list and remove it from your My Lists area; however, it is only truly deleted from our system if everyone else has already deleted or Trashed their copy.

[My notes](#) allows you to enter notes for the list that are only visible to other people in your company. This area is useful to provide yourself or others with internal info about the list.

The [Email](#) link provides you with a function to email someone (or a group of people) a copy of the list. The email's subject contain's the list's name, as well as your company name. The body starts with your company logo, then a short message that includes any text you may have provided when choosing to create the email. It also gives an option to view the whole list online, and then provides a hyperlink for each title.

✖ Email This List

Message to place in the email

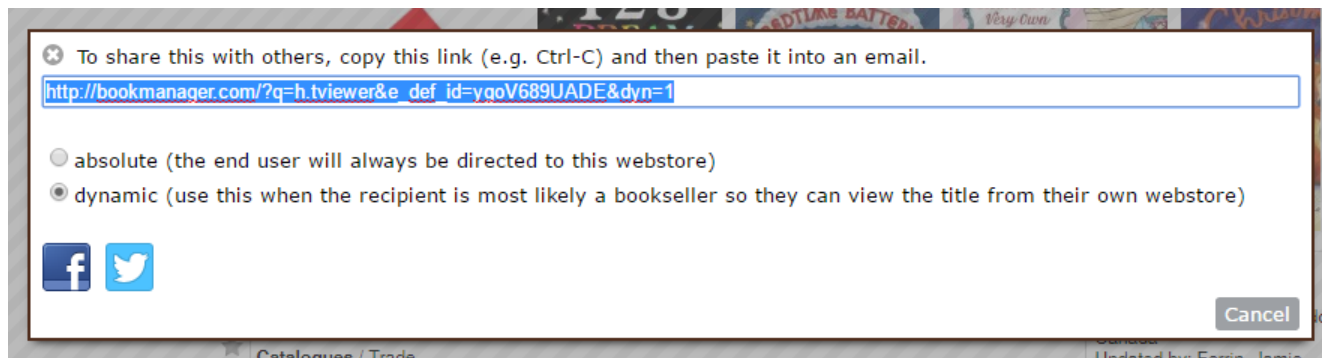
Recipients:

Add Recipients:

Both the [Excel](#) and [PDF](#) features create respective files based on the list. The [Excel](#) option creates a spreadsheet for internal use that includes PubStock and basic bibliographic info for each title in the list. The [PDF](#) option creates a PDF version of the catalogue that you can print/send to anyone you like.

The [Print](#) option does exactly that, initially showing you the document (in a new tab within your browser) that will be printed, based on your list.

The [Share](#) link should be used when you want to provide people with a link that takes them directly to that list. Clicking the Facebook or Twitter link will pop up a widget to easily post using your personal account.



**Note:** Be sure to mark the “dynamic” option so that any user with a BookManager WebStore will be directed to the list within their catalogue inbox portion of their site.

### **Anonymous viewing of lists**

Shared lists are also available to booksellers who may not have created a formal account with BookManager. This means that they do not have a private Inbox to manage lists. When they visit [BookManager.com](http://BookManager.com), they will have access to the lists that are currently being shared, and as soon as a list is unshared, it will be removed from their view. Simply try logging yourself out to see how anonymous users view your titles.